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WHAT IS CLAIMED IS:

1. A method of distributing electronic media comprising the steps of:
downloading a media file including an integral decryption engine and encrypted media content;
requesting a decryption key from a remote server; and
responding to receipt of said decryption key from said remote server by:
decrypting said media content using said integral decryption engine.
2. The method of claim 1, further comprising the step subsequent to said step of decrypting, of:
viewing said media content by executing viewer software integral with said media file whereby a decrypted copy of said media content is not stored locally.
3. The method of claim 1, further comprising the step subsequent to said step of decrypting, of:
viewing said media content by executing external viewer software linked to said media file, whereby a decrypted copy of said media content is not stored locally.
4. A method of managing distribution of proprietary electronic media comprising the steps of:
downloading a single file executable to:
decrypt an integral media file using an integral decryption engine and a decryption key; and
view said decrypted media file using an integral viewer.
5. The method of claim 4, wherein said step of downloading comprises the step of:
downloading said single file from a remote server via a communication network.
6. The method of claim 5 further comprising the step of:
downloading said decryption key from said remote server via said communication network.
7. The method of claim 6 further comprising the steps of:

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requesting a decryption key from a remote server; and
said remote server responding to said request and responding to a digital wallet
having sufficient funds, by returning said decryption key.

8. The method of claim 7, further comprising the step of:
bonding said media file to a computing device from which said request has initiated.

9. A method of securely distributing media files comprising the steps of:
generating an executable, encrypted media file which will execute to play only a
portion of the corresponding original media file, without use of a decryption
key.

10. The method of claim 8, wherein said step of bonding comprises the step of:
communicating bonding information back to said remote server for storage.

11. The method of claim 5, wherein said remote server tracks an originating Web
site, enabling it to distribute revenues to rights holders.

12. The method of claim 2, wherein said media file includes Web links to one or
more of: artist, retailer, distributor and record label.

13. A method of secure distribution of content over a communication network
comprising the steps of:
a Consumer sending a request to an Internet Service Provider (ISP) for a media file;
and
said ISP returning said media file to said consumer, said media file being wrapped in
a single executable file including an integral decryption engine.

14. A system for executing the method of any one of claims 1 through 13.

15. A computer readable memory medium for storing software code executable
to perform the method steps of any one of claims 1 through 13.

16. A carrier signal incorporating software code executable to perform the
method steps of any one of claims 1 through 13.

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